ORDER

Orders

Order / Rev:

37645

Alt Order #:

08886596

Product Desc:

Horsford/DCCC

Estimate:

2144

Flight Dates:

10/19/12 - 10/20/12

Original Date / Rev:

10/18/12 / 10/18/12

Order Type:

GENERAL



KLAS

K-WAS

Primary AE: Sales Office:

Sales Region:

Mike Jones

National

Agency

Name:

GMMB

Buying Contact:

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast EOM/EOC

15%

00:15:00

Advertiser

Name:

Horsford - DCCC

Demographic:

PO1

Product Codes: Priority:

Revenue Codes:

LV2

A35+

AGY, POL, CAND

Order Separation:

Advertiser External ID:

New Business Thru:

Agency External ID:

Bill Plan

Spots Gross Amount Net Amount Start Date End Date 10/01/12 10/19/12 \$4,575.00 \$3,888.75 Totals

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
October 2012	4	\$4,575.00	\$3,888.75		
Totals	4	\$4,575.00	\$3,888.75	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$4,575.00		
Market	100%	\$15,250.00		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$3,812.50		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$762.50		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/19/12	10/19/12	CBS This Morning	g 7-9a CM	7-9a	F	:30	1	\$200.00LV2	0.00 NM	1	\$200.00
				CBS This Mornin	g								
	CBS TH	HIS MORN	ING										
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
٧	leek: 10	/15/12	10/21/12	F	1	\$200.00	0.00						
2	8	10/19/12	10/19/12	8 News Now 5-63	30p M-FCM	5-630p	F	:30	1 :	\$1,750.00LV1	0.00 NM	1	\$1,750.00
				8 News Now 5-6:	30p M-F						- 1		

Print Date: 10/18/12 12:51:28 Page 2 of 2

KLAS

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10/19/12 - 10/20/12

Product Desc:

Horsford/DCCC

2144

Ln Ch Start End 8 NEWS NOW ROTATION	Inventory Code Brea	s Start/End	I Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
Start Date End Date	Weekdays Spots/Wee		Rating					
Week: 10/15/12 10/21/12	F	1 \$1,750.00	0.00					
3 8 10/19/12 10/19/12	630-7p Inside Edition CM	630-7p	F	:30	1 \$1,400.00LV1	0.00 NM	1	\$1,400.00
	Inside Edition					- 1		
INSIDE EDITION								
Start Date End Date	Weekdays Spots/Wee	<u>Rate</u>	Rating			1		
Week: 10/15/12 10/21/12	F	1 \$1,400.00	0.00					
4 8 10/19/12 10/19/12	7-8p Rotator CM	7-8p	F	:30	1 \$1,225.00LV1	0.00 NM	1	\$1,225.00
	7-8p Rotator							
ET/INSIDER	a •							
Start Date End Date	Weekdays Spots/Wee	<u>Rate</u>	Rating					
Week: 10/15/12 10/21/12	F	1 \$1,225.00	0.00					
			**************************************			Totals	4	\$4,575.00